



FOR IMMEDIATE RELEASE: Contact Sandi Smith Leyva 408-550-4325 or support@sandismith.com

Women CPAs Host Virtual Accounting Conference Focused on Technology and Practice Management

The Ultimate Accounting vCon, the longest running virtual accounting conference in the industry, will be held May 7-8, 2015. Over 350 accounting professionals and exhibitors will attend webinars, enter to win prizes, meet peers in a networking chat room, earn CPE, and visit exhibits. In 2013, the event won a Bronze Stevie Women in Business Award for Event of the Year.

The vCon's focus is on providing high-payback marketing, technology, and practice management advice to owners of accounting firms grossing under \$1 million per year. Sixty-five percent of vCon attendees do not attend any other conference, and they consider the vCon to be an affordable venue for high-quality training on how to build and grow their accounting business to be more profitable and to serve their small business clients better. Eligible participants can earn up to 15 hours of CPE.

The event is produced by Michelle Long and Sandi Smith Leyva, both CPAs and popular accounting industry thought leaders. Michelle is owner of Long for Success, LLC, runs a 100,000+ member LinkedIn group for accountants, is an international trainer for Intuit, and is author of two books, including "Successful QuickBooks Consulting." Sandi runs Accountant's Accelerator, a practice-growth training program and is author of over a dozen books, including "Marketing Clarity: Fill Your Accounting Practice, Step By Step, Every Time." Both women were named Most Powerful Women in Accounting by *CPA Practice Advisor*.

For more information, visit the website at <http://www.accountingvcon.com>.